

# CONTRACT



**KVVU TV**  
**25-TV 5 Drive**  
**Henderson, NV 89014**  
**(702)435-5555**

<u>Contract / Revision</u> 488548 /		<u>Alt Order #</u> 06266310
<u>Product</u> PATRIOT MAJORITY USA		
<u>Contract Dates</u> 08/08/12 - 08/14/12		<u>Estimate #</u> 1565
<u>Advertiser</u> Patriot Majority USA		<u>Original Date / Revision</u> 08/07/12 / 08/07/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KVVU	<u>Account Executive</u> Teresa Difuria	<u>Sales Office</u> TELEREP-PHIL
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

And:

**Waterfront Strategies**  
**1010 Wisconsin Ave, NW**  
**#800**  
**Washington, DC 20007**

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	KVVU	08/11/12	08/11/12	Criminal Minds	Sat 5-6p		:30			NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	-----1-				1	\$225.00			
N 2	KVVU	08/09/12	08/12/12	Fox 5 News @ 430am	M-Th, Sun 430-5ar		:30			NM	1	\$65.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/08/12	08/14/12	---T---S				1	\$65.00			
N 3	KVVU	08/11/12	08/11/12	Numb3rs	Sa 4-5p		:30			NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	-----1-				1	\$150.00			
N 4	KVVU	08/11/12	08/11/12	TMZ Weekend	Sa 7-8p		:30			NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	-----1-				1	\$400.00			
N 5	KVVU	08/08/12	08/13/12	Cops	2-3p		:30			NM	4	\$740.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/08/12	08/14/12	M-WTF--				4	\$185.00			
N 6	KVVU	08/08/12	08/13/12	Cold Case Files	1-2pm		:30			NM	3	\$525.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/08/12	08/14/12	M-WTF--				3	\$175.00			
N 7	KVVU	08/11/12	08/11/12	The Closer	Sa 2-3p		:30			NM	3	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	-----3-				3	\$75.00			
N 8	KVVU	08/08/12	08/13/12	More M-F 9-10a	M-F 9a-10a		:30			NM	2	\$430.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/08/12	08/14/12	M-WTF--				2	\$215.00			
N 9	KVVU	08/12/12	08/12/12	Criminal Minds	Sun 11p-12am		:30			NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	-----1				1	\$225.00			
N 10	KVVU	08/08/12	08/13/12	Anderson	3-4p		:30			NM	4	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/08/12	08/14/12	M-WTF--				4	\$275.00			
N 11	KVVU	08/08/12	08/13/12	Fox 5 News AM M-F 7a-9a	M-F 7a-9a		:30			NM	6	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

Meredith Broadcasting does not accept advertising sales agreements that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising sales agreement with Meredith Broadcasting, whether verbal or written.



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<u>Contract Dates</u> 08/08/12 - 08/14/12	<u>Product</u> PATRIOT MAJORITY US	<u>Estimate #</u> 1565
<u>Advertiser</u> Patriot Majority USA		<u>Original Date / Revision</u> 08/07/12 / 08/07/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/08/12	08/14/12	M-WTF--				6	\$750.00			
N 12	KVVU	08/08/12	08/13/12	The Dr.Oz Show	M-F 10a-11a		:30			NM	3	\$675.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/08/12	08/14/12	M-WTF--				3	\$225.00			
N 13	KVVU	08/12/12	08/12/12	Fox News Sunday 8-9a	8-9a		:30			NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	-----1				1	\$300.00			
N 14	KVVU	08/08/12	08/13/12	Fox 5 News AM M-F 6a-7a	M-F 6a-7a		:30			NM	3	\$2,475.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/08/12	08/14/12	M-WTF--				3	\$825.00			
N 15	KVVU	08/11/12	08/11/12	FOX 5 News Sat 10-11p	10-11p Sat		:30			NM	1	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	-----1-				1	\$950.00			
N 16	KVVU	08/08/12	08/13/12	The Dr.Oz Show	4-5p		:30			NM	3	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/08/12	08/14/12	M-WTF--				3	\$350.00			
N 17	KVVU	08/08/12	08/13/12	FOX 5 News 5-6am M-F	5a-6a		:30			NM	3	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/08/12	08/14/12	M-WTF--				3	\$450.00			
N 18	KVVU	08/08/12	08/13/12	Fox 5 News M-F 10p-11p	10p-11p		:30			NM	2	\$3,450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/08/12	08/14/12	M-WTF--				2	\$1,725.00			
N 19	KVVU	08/08/12	08/13/12	Fox 5 News at 5	5-530p		:30			NM	3	\$1,755.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/08/12	08/14/12	M-WTF--				3	\$585.00			
N 20	KVVU	08/08/12	08/13/12	Fox 5 News at 5 MF 530-6p	M-F 530-6p		:30			NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/08/12	08/14/12	M-WTF--				2	\$600.00			
N 21	KVVU	08/08/12	08/13/12	MORE Access	630-7pm		:30			NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/08/12	08/14/12	M-WTF--				2	\$400.00			
N 22	KVVU	08/08/12	08/13/12	Extra	M-F 7-730p		:30			NM	2	\$1,150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/08/12	08/14/12	M-WTF--				2	\$575.00			
N 23	KVVU	08/08/12	08/13/12	Fox 5 News at 6pm	M-F 6-630pm		:30			NM	2	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/08/12	08/14/12	M-WTF--				2	\$525.00			
N 24	KVVU	08/10/12	08/10/12	Bones	Fri 9p-10p		:30			NM	1	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	----1--				1	\$1,700.00			
N 25	KVVU	08/13/12	08/13/12	Hell's Kitchen	Mon 9p-10p		:30			NM	1	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	1-----				1	\$2,700.00			
N 26	KVVU	08/14/12	08/14/12	Fox 5 News M-F 10p-11p	10p-11p		:30			NM	1	\$1,725.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	-1-----				1	\$1,725.00			
Totals											57	\$30,915.00

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<u>Advertiser</u> Patriot Majority USA		<u>Original Date / Revision</u> 08/07/12 / 08/07/12

Time Period	# of Spots	Gross Amount	Net Amount
07/30/12 - 08/14/12	57	\$30,915.00	\$26,277.75
<b>Totals</b>	<b>57</b>	<b>\$30,915.00</b>	<b>\$26,277.75</b>

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

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REP HEADLINE# 6266310  
\*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 610-293-4100 FAX# 610-225-1191  
CREDIT ADVISORY: AGENCY CREDIT RISK !!  
ORDER WORKSHEET HARRIS REPORT FROM REP  
AUG7/12 11.40  
\*\*\* KVVU-TV \*\*\*

ADV # ADV. NAME ISS/PATRIOT MAJORITY USA REP. # OFF. # 762 SALESMAN #  
AGY # AGY. NAME WATERFRONT STRATEGIES BUYER NAME SARAH LEVENE  
3050 K ST NW, SALES PRSN PH- TERESA DIFURIA  
WASHINGTON, DC 20007

ORDER # 488543 CONTRACT # 6266310 CLASS: NATL. LOCAL REGIONAL

PRDCT PATRIOT MAJORITY USA EST#1565 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES AUG8/12 AUG14/12 WK-1

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE AUG7/12 11.40

REP: TO ROSE  
FR NIKKI  
NEW PATRIOT MAJORITY USA ORDER  
TOTAL \$30195  
PLS CNF THANKS

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
1			500P-600P	30		\$225.00	8/11	8/11	1		SAT	1
PROGRAM : CRIMINAL MINDS												
2			430A-459A	30		\$65.00	8/8	8/13	1		W-F,M	1
PROGRAM : FOX5 NEWS 5A												
3			400P-500P	30		\$150.00	8/11	8/11	1		SAT	1
PROGRAM : NUMB3RS												

AGENCY ADVERTISER CODE =  
AGENCY PRODUCT CODE =  
AGENCY EST# = 1565

AUG7/12 11.40  
\*\*\* KVVU-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
4			700P-800P PROGRAM : TMZ WEEKEND	30		\$400.00	8/11	8/11	1		SAT	1
5			200P-300P PROGRAM : COPS / COPS	30		\$185.00	8/8	8/13	4		W-F,M	4
6			100P-200P PROGRAM : COLD CASE FILES	30		\$175.00	8/8	8/13	3		W-F,M	3
7			200P-300P PROGRAM : THE CLOSER	30		\$75.00	8/11	8/11	3		SAT	3
8			900A-1000A PROGRAM : MORE LAS VEGAS	30		\$215.00	8/8	8/13	2		W-F,M	2
9			1100P-1200M PROGRAM : CRIMINAL MINDS	30		\$225.00	8/12	8/12	1		SUN	1
10			300P-400P PROGRAM : ANDERSON COOPER	30		\$275.00	8/8	8/13	4		W-F,M	4
11			700A-900A PROGRAM : FOX5 MORNING NEWS	30		\$750.00	8/8	8/13	6		W-F,M	6
12			1000A-1100A PROGRAM : DR OZ	30		\$225.00	8/8	8/13	3		W-F,M	3
13			800A-900A PROGRAM : FOX NEWS SUNDAY	30		\$300.00	8/12	8/12	1		SUN	1
14			600A-700A PROGRAM : FOX5 NEWS 6A	30		\$825.00	8/8	8/13	3		W-F,M	3
15			1000P-1100P PROGRAM : FOX 5 NEWS AT 10PM SAT	30		\$950.00	8/11	8/11	1		SAT	1

REP: TEL# 610-293-4100 FAX# 610-225-1191  
CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
ORDER WORKSHEET HARRIS REPORT FROM REP  
AUG7/12 11.40  
\*\*\* KVVU-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
16			400P-500P PROGRAM : DR OZ	30		\$350.00	8/8	8/13	3		W-F,M	3
17			500A-600A PROGRAM : FOX5 NEWS 5A	30		\$450.00	8/8	8/13	3		W-F,M	3
18			1000P-1100P PROGRAM : FOX 5 NEWS AT 10P	30		\$1,725.00	8/8	8/13	2		W-F,M	2
19			500P-530P PROGRAM : FOX 5 NEWS AT 5PM	30		\$585.00	8/8	8/13	3		W-F,M	3
20			530P-600P PROGRAM : FOX 5 NEWS AT 530PM	30		\$600.00	8/8	8/13	2		W-F,M	2
21			630P-700P PROGRAM : FOX 5 NEWS AT 530PM	30		\$400.00	8/8	8/13	2		W-F,M	2
22			700P-730P PROGRAM : EXTRA	30		\$575.00	8/8	8/13	2		W-F,M	2
23			600P-630P PROGRAM : FOX 5 NEWS AT 530PM	30		\$525.00	8/8	8/13	2		W-F,M	2
24			900P-1000P PROGRAM : BONESEFF: 6/1 - 9/21/12	30		\$1,700.00	8/10	8/10	1		FRI	1
25			800P-900P PROGRAM : HELL'S KITCHEN	30		\$2,700.00	8/13	8/13	1		MON	1
26			1000P-1100P PROGRAM : FOX 5 NEWS AT 10P	30		\$1,725.00	8/14	8/14	1		TUE	1

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 \*\*\* ORIGINAL REV#0 \*\*\*

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LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
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AUG/12 30915.00

CONTRACT TOTAL 30915.00  
 TOTAL SPOTS 57

MARKET TOTALS \$162,710 KVVU 19% KSNV 32% KLAS 22% KTNV 17% KVMY 4% KVCW 5% CABL 0%  
 KTUD 1%

SHARES EST.

SVC- NSI  
 DEMOS- RA35+\*